

# Information for Creative Health Champions 2022

## Introduction

Creative health can help meet major challenges facing health and care and wider systems, help tackle health inequalities, and contribute to prevention and personalised care. Creative health can support recovery from the pandemic, develop community cohesion and strengthen the role of people with lived experience in shaping services.

The Creative Health Champions network was developed in 2018 by the [All-Party Parliamentary Group for Arts, Health & Wellbeing](#), the [Culture, Health & Wellbeing Alliance](#), the [National Performance Advisory Group for Arts, Design & Heritage in Hospitals](#), the [Local Government Association](#) and [NHS Providers](#). The [National Centre for Creative Health](#) now provides the secretariat for the Creative Health Champions network.

## The Role of Creative Health Champions

We want to inspire and support Creative Health Champions in Integrated Care Systems, NHS trusts and local authorities to develop policies and strategies for partnership working across arts, culture, health and wellbeing to help deliver improved health and wellbeing for communities. We will connect you with each other and provide tools to support you.

## explore | connect | advocate | develop

### 1. Explore

To investigate what is already happening in your area.

### 2. Connect

To make connections with local organisations and individuals who can support this work, including Creative Health Champions in other organisations local to you.

### 3. Advocate

To use opportunities to advocate for the role of culture and creativity in relation to health and wellbeing, both within your organisation and with your local community.

### 4. Develop

To develop policies for your own organisation that focus on culture and creativity in relation to health and wellbeing, or to write creative health into existing policies.



## Background

In 2017 the All-Party Parliamentary Group for Arts, Health & Wellbeing (hereafter APPG) published [Creative Health: The Arts for Health and Wellbeing](#). The report presents the findings of two years of research, evidence-gathering and discussions with patients, service-users, health and social care professionals, artists and arts administrators, academics, people in local government, ministers, other policy-makers and parliamentarians from both Houses of Parliament.

*Creative Health* concludes with a series of ten recommendations. This toolkit relates to Recommendation 3:

*We recommend that, at board or strategic level, in NHS England, Public Health England and each clinical commissioning group, NHS trust, local authority and health and wellbeing board, an individual is designated to take responsibility for the pursuit of institutional policy for arts, health and wellbeing.*

In 2022, the network of Creative Health Champions has grown to include 50 members working within 25 of the 42 Integrated Care Systems in England. We would like to grow this network and encourage networks of Creative Health Champions within ICSs. We hope that existing members can recommend and encourage others to join from organisations within their ICS.

**If you are not signed up to be a Creative Health Champion or you would like any further information please contact NCCH: [info@ncch.org.uk](mailto:info@ncch.org.uk)**

## Case studies

The case studies and infographic below give you an indication of the range and scope of work you might consider and advocate for.

### Integrated Care Systems

**Gloucestershire Integrated Care System** builds on the work developed by Gloucestershire Clinical Commissioning Group with a social prescribing and cultural commissioning programme and a dedicated team of staff. Social prescribing, including arts on prescription, is recognised as key to enabling delivery within the Gloucestershire Integrated Care System. In the context of increasing life expectancy and patient demand for both GP consultations and A&E services, alongside growing levels of social isolation and anti-depressant medication, the county has looked at how best to connect people to non-medical community activities. For example, 50% of Chronic Obstructive Pulmonary Disease (COPD) patients do not attend pulmonary rehab because it is exercise based. They looked at whether some of these people would benefit from a 12 week Singing on Prescription 'Breathe In Sing Out' choir instead, so they worked with local charity Mindsong to deliver this. In their 2014-15 social prescribing pilot they saw a statistically significant increase in reported mental wellbeing scores, a 23% decline in A&E admissions and a 21% decline in GP appointments in the six months after referral compared with the six months before. Independent evaluation suggested an estimated return on investment of £1.69 (health £0.43; social £1.26).

### **West Yorkshire Integrated Care System**

In Calderdale, the partnership between Calderdale Council, South West Yorkshire Partnership NHS Foundation Trust, West Yorkshire Health and Care Partnership, Calderdale Clinical Commissioning Group, Creative Minds, and other creative organisations has led to ***Living a larger life: Using creative activities to help people live well in Calderdale***. The vision is to make Calderdale a leader in using arts and culture to support people's health and wellbeing, whilst tackling health inequalities. The mission is to enable people to engage in creative approaches so that they can live well in their community and achieve their potential. This will form part of the five year plan for Calderdale and inform the planning for the wider West Yorkshire ICS. Matt Walsh, Chief Executive of Calderdale CCG, writes in the introduction: *"The relationship between arts and health is understood in our experience of the world, and for those of us who have spent years of our lives working with people in difficulty with their health and wellbeing, it has always been clear that whilst medicine and related disciplines can help to solve many problems, the fundamental issues which confront us at a human level are to do with our relationship with ourselves, with those close to us and with the community of which we wish to be a part....Art can help us to tell new stories which will take us to new places, and art can help us to tell the old stories in a way that connect at a deeper level.*

### **Shropshire, Telford and Wrekin Integrated Care System**

Through personalised care Shropshire Telford & Wrekin ICS is positioning Creative Health as an integral approach to addressing two health priorities for children and young people: reducing secondary care admissions for children with an exacerbation of asthma and providing alternative support for mental wellbeing for children who are waiting to access NHS mental health services. A range of activities have been commissioned providing choice to young people and their families as a way of supporting their wellbeing, addressing the outcomes necessary to support the improvement of their lived health experiences, and reducing health inequalities. Potential providers were asked to coproduce their offer with children and young people, and a separate coproduction group consisting of children & families with lived experience evaluated the bid responses. Children suffering with symptoms of asthma are being introduced to singing and rhyming with the aim of reducing secondary care admissions. In addition, this is impacting on speech and language development and socialisation, aligned to reducing health inequalities. Another programme builds prevention and supports better health and wellbeing through Crisis and Creativity through providing support and non-clinical interventions to people in the Oswestry area who are experiencing poor mental health and who may also use drugs and /or alcohol to reduce and prevent crisis. The project will test and learn how arts and creativity can be used to support recovery as part of a non-clinical structured pathway.

### **The Ipswich and East Suffolk Alliance**

The Ipswich and East Suffolk Alliance is supportive and committed to Creative Health, recognising the important link with their Personalised Care programme. The Ipswich and East Suffolk Alliance Connect for Health Social Prescribing Service has been up and running

for a number of years and recent developments have included piloting Creative Health social prescribing with local community artists including dance, art, music, drama and museums. This has included partnership working with Suffolk ArtLink and Snape Maltings. The Outdoor Wellbeing Experience at the Food Museum starts in April 2022. The aim is to link social prescribing participants with volunteers at the museum supporting people with low mood, depression and anxiety. Activities will be based outside in the museum grounds and will form a clinic or hub approach with 10-12 participants in group sessions learning new skills to develop employment opportunities and improve their own health and wellbeing. Another example has been linking in rehabilitation of individuals with Covid through Long Covid Clinics delivered in partnership with VCSE Arts, Citizens Advice and Ipswich Hospital. People are supported to rehabilitate and self-manage including through referrals to creative arts experiences as part of the personalised care plans.

## Local Authorities

### Northumberland County Council

The Director of Public Health's 2019 Annual Report, [Creative Health Improving health and wellbeing through the arts](#), focused on culture and the arts and the positive impact they have on health and wellbeing. Across Northumberland, they are using culture to improve wellbeing and health services, particularly in areas of low participation, deprivation, and inequalities. Examples include place-making in Blyth and creating the foundations of a potential North East Creative Health Hub in a new Culture Centre. These projects are directed towards empowering people in their communities, working in partnership with them, and offering micro-grants to help revitalise places and improvement in care services for all, including staff. This work builds on Creative Places and People work funded by Arts Council England which includes wellbeing measures and reporting against the goal of health and wellbeing, using the Short Warwick-Edinburgh Mental Well-being Scale (WEMWEBs). In Northumberland County Council's Cultural Strategy, the health and wellbeing goal is delivered through cross-sector partnerships and is included in all cultural and regeneration work. The Council are currently in discussions with partners across Northumberland's system to advocate for creative health and investment in joint commissioning activity.

### Warwickshire County Council

There are six creative health programmes in Warwickshire, and the Active Warwickshire Social Prescribing network which meets quarterly. Key focuses include wellbeing of parents and promoting early years secure attachment, mental health of children and young people, including co-production with young ambassadors, as well as adult mental health. These programmes work through community social prescribing and clinical referrals, and for the Adults Arts/Nature on Prescription programme there is the option for self-referral. Programmes include Arts for Dementia and Singing for Lung Health. Key learnings include the fact that not all participants finish the programmes, and the Council have had to look at equipping practitioners with the right training to deal with challenging mental health issues. The Council uses WEMWEBs scale for evaluation, and is working closely with Coventry University to gather data (including quantitative) about the impacts of these programmes.

Next steps include reporting into Integrated Care Partnerships (ICPs) once established and looking towards the ICS for possible funding for these programmes from 2024.

### **Cornwall Council**

In 2019 Cornwall Council's Culture and Public Health teams jointly commissioned the development of a Creative, Health and Wellbeing Partnership for Cornwall and Isles of Scilly with the aim of improving the health and wellbeing of individuals and communities in Cornwall and Isles of Scilly through the provision of a range of accessible, high-quality, sustainable creative and cultural opportunities available to all, with a particular focus on: addressing health inequalities; improving mental well-being; and addressing loneliness and isolation. The Partnership Board is co-chaired by the Culture & Creative Partnerships and Public Health Teams of Cornwall Council and Arts Well, a Cornish social enterprise, has been commissioned to project manage and develop the Partnership. The Board has representation from NHS Trusts, the NHS Kernow Clinical Commissioning Group, Adult Social Care and Children, Young People and Families directorates in Cornwall Council, together with key cultural organisations and the wider VCSE sector. The Partnership vision is one in which a vibrant and thriving creative and cultural sector is making a significant, widely-recognised and sustainable contribution to the health and wellbeing of individuals and communities in Cornwall and Isles of Scilly. Alongside the Partnership Board there is work to develop on-the-ground creative, health and wellbeing collaborations in each of Cornwall's Primary Care Network areas.

### **NHS Trusts**

Of the 226 NHS Trusts in England, more than 80 have arts programmes. There is an NHS National Performance Advisory Group (NPAG) on [Arts, Heritage and Design in Hospitals](#). Two examples are:

#### **University Hospitals Bristol and Weston NHS Foundation Trust (UHBW)**

UHBW Arts & Culture improves the aesthetic environment of UHBW's ten hospitals and supports staff, students, volunteers, carers and patients to maintain their wellbeing by expressing themselves through arts and culture. This includes visual arts and photography, poetry and creative writing, music and movement, horticulture and public art in the outdoor realm, and digital media. UHBW Arts & Culture is a relatively new hospital arts programme that was established in 2018. It delivers the Arts Strategy that was agreed by the Trust Board in June 2019 and broadly works across the following three areas:

#### **Spaces**

- Designing and changing spaces: considering wayfinding, windowless working and supporting wellbeing through design in Trust buildings and grounds
- Commissioning new artwork and curating exhibitions across all 10 hospital sites.

#### **People**

- Hosting staff activities to support wellbeing through creativity
- Offering patients creative resources, events and experiences.

## Partnerships

- Partnering with the cultural sector on projects and events.
- Working in partnership with civic anchor organisations to build capacity, supporting recruitment and placemaking.
- Developing research and knowledge exchange with academic and professional networks.

## University Hospitals of Derby and Burton NHS Foundation Trust

Air Arts is the arts charity for the University Hospitals of Derby and Burton NHS Foundation Trust promoting health and wellbeing through the arts and arts participation. Air Arts is funded through charitable donations and Trusts and Foundations. Established in 2007, Air Arts is a wide ranging and ambitious arts in health programme, designed in partnership with staff and patients. The programme aims to create a calm, welcoming environment, distract from illness, improve wellbeing, aid recovery and enhance the hospital experience for 10,000 staff and 2 million patients and visitors every year. A wide variety of art and cultural experiences are on offer, both receptive and participative, including; visual art, dance, drama, photography, poetry, storytelling, crafts and music throughout the corridors, waiting areas and wards. The Air Arts team work closely with staff and patients to ensure the programme is embedded into ward routines to support holistic healthcare. As well as group sessions, the artists work one to one with patients to provide personalised creative activities. The programme improves the hospital experience for patient and staff alike, reduces anxiety and provides a welcome distraction. Patients report increased levels of wellbeing and staff report an improved working environment.

*"It's clear that at Derby Hospitals art and culture has become integral to the way staff care for patients and their relatives, often making terrible situations more bearable. Hearing how patients have benefited from and enjoyed their experiences of the Air Arts programme affirms for me the need to invest in art and culture for the benefit of our health and our wellbeing."* Sir Peter Bazalgette, former Chairman, Arts Council England

**For information on arts, culture, creativity, health and wellbeing activity in your area please contact: [info@culturehealthandwellbeing.org.uk](mailto:info@culturehealthandwellbeing.org.uk)**

### Arts in Health and Care Environments

This includes hospitals, GP surgeries, hospices and care homes.



A mental health recovery centre co-designed by service users in Wales is estimated to save the NHS

# £300k

per year.



Visual and performing arts in health care environments help to reduce sickness, anxiety and stress.



The heart rate of new-born babies is calmed by the playing of lullabies. The use of live music in neonatal intensive care leads to considerably reduced hospital stays.



### Participatory Arts Programmes

This refers to individual and group arts activities intended to improve and maintain health and wellbeing in health and social care settings and community locations.

After engaging with the arts

**79%** of people in deprived communities in London are more healthily

**77%** engaged in more physical activity

**82%** enjoyed greater wellbeing.

£1 spent on early care and education has been calculated to save up to £13 in future costs. Participatory arts activities with children improve their cognitive, linguistic, social and emotional development and enhance school readiness.



### Arts Therapies

This refers to drama, music and visual arts activities offered to individuals, usually in clinical settings, by any of 3,600 practitioners accredited by the Health and Care Professions Council.



### Arts on Prescription

Part of social prescribing, this involves people experiencing psychological or physical distress being referred (or referring themselves) to engage with the arts in the community (including galleries, museums and libraries).

An arts-on-prescription project has shown a 37% drop in GP consultation rates and a 27% reduction in hospital admissions. This represents a saving of

# £216

per patient.



A social return on investment of between £4 and £11 has been calculated for every £1 invested in arts on prescription.

Over the past two centuries, life expectancy has increased by two years every decade, meaning that half of people being born in the West can expect to reach 100. Arts participation is a vital part of healthy ageing.



Participatory arts activities help to alleviate anxiety, depression and stress both within and outside of work.



Music therapy reduces agitation and need for medication in

# 67%

of people with dementia.



Arts therapies help people to recover from brain injury and diminish the physical and emotional suffering of cancer patients and the side effects of their treatment.



Arts therapies have been found to alleviate anxiety, depression and stress while increasing resilience and wellbeing.



### Medical Training and Medical Humanities

This refers to inclusion of the arts in the formation and professional development of health and social care professionals.

Within the NHS, some 10 million working days are lost to sick leave every year, costing

# £2.4bn

Arts engagement helps health and care staff to improve their own health and wellbeing and that of their patients.



### Everyday Creativity

This might be drawing, painting, pottery, sculpture, music or film-making, singing or handicrafts.

There are more than **49,000** amateur arts groups in England involving **9.4 million** people that is **17%** of the population.



### Attendance at Cultural Venues and Events

This refers to attendance at concert halls, galleries, heritage sites, libraries, museums and theatres.



Attendance tends to be determined by educational level, prosperity and ethnicity.



Cultural engagement reduces work-related stress and leads to longer, happier lives.

Of **2,500** museums and galleries in the UK, some **600** have programmes targeting health and wellbeing.



### The Built and Natural Environments

Poor-quality built environments have a damaging effect upon health and wellbeing.

**85%** of people in England agree that the quality of the built environment influences the way they feel.

Every £1 spent on maintaining parks has been seen to generate

# £34

in community benefits.



Infographic from the *Creative Health* report